

Rep Order# 6846329 Ver# 5 Status Revised  
EC'd Yes

Traffic Order# 201415

Printed: 08/29/2012 8:24 AM  
Last Received: 08/28/2012 4:48 PM  
Showing Buylines: All Rep Revised Lines

1 of 2

Station KASA-TV ALBUQUERQUE, NM.  
Advertiser ( ) WILSON FOR NM SENAT  
Product Order  
Estimate# 828903  
Buyer Patricia Dome  
Phone#  
Fax#

Agency ( ) SMART MEDIA GROUP  
814 KING STREET - SUITE 200  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E WLSN/ORDR/828903  
Flight Dates 08/28/2012 - 09/03/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

REV TO SHOW MGKD  
ATTN LINES 9, 14-16  
PLEASE CNF  
NO SPOTS CAN AIR 9/1-9/3  
THANKS AGAIN!

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
---	---	---	---	---	---	---	---	---	---	---	---
*9		NWS13-FOX 2 B	09/01-09/01	0	\$0.00	:30	0	SA	930P-10P	0	\$325.00
Rating: 3.5											
Sales Remark: V5 CNX SPOT											
V5 Comment Changed, Spots/week Changed											
*14		NM STYLE	08/30-08/31	1	\$25.00	:30	1	TH-F	8A-9A	1	\$25.00
Sales Remark: V5 PART OF MKGD											
V5 Added											
*15		JUDGE MATHIE	08/30-08/31	1	\$150.00	:30	2	TH-F	12P-1P	2	\$75.00
Sales Remark: V5 PART OF MKGD											
V5 Added											
*16		PC	08/30-08/31	1	\$150.00	:30	2	TH-F	1P-2P	2	\$75.00
Sales Remark: V5 PART OF MKGD											
V5 Added											

---REPORT TOTALS---

Report Totals: 5 / \$325.00

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Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

---SALES MONTHLY TOTALS---

Sep 12: 16 / \$4,525.00  
Sales Totals: 16 / \$4,525.00  
Station Totals: 16 / \$4,525.00  
Lines not sent/rclld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$150,833	CABL	0%	KASA	3%	KASY	0%	KLUZ	0%	KOAT	40%
		KOB	25%	KRQE	32%	KWBQ	0%				

---COMPETITIVE COMMENTS---

EST SHARES

Books JUL12  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Kasa

Albuquerque, NM  
Wilson for Senate

KRQE #201415 -- Ace #6846329 - Date 8.28.12

## NA/PGM CHANGES

**MAKEGOODS**

LN	DATE	DAY(S)	TIME	PROGRAM	Length	# SPOTS	RATE	RATING	GRPS	TOT \$	COMMENTS
	8/30, 8/31	Thr, Fri	8-9a	New Mexico Style	30	1	25	5	0.0	25	
	8/30, 8/31	Thr, Fri	12-1p	Judge Mathis		2	75	3	0.0	150	
	8/30, 8/31	Thr, Fri	1-2p	People's Court		2	75	3	0.0	150	
	8/30, 8/31	Thr, Fri							0.0	0	
	8/30, 8/31	Thr, Fri							0.0	0	
	8/30, 8/31	Thr, Fri							0.0	0	
	8/30, 8/31	Thr, Fri							0.0	0	
	8/31	Fri							0.0	0	
									0.0	0	
									0.0	0	
									TOTALS	0	325

## Spot Manager: All, 09/01/12-09/03/12

Advertiser	Order	Alt Order #	Estimate #	Date	Channel	Product	Air Time	Ad-ID	Rate
Station: KASA									
Line: 9									
<i>Time Period:</i> 930p-10p									
	POL/Wilson For NM Senate	201415	6846329 828903	09/01/12	KASA	Order	9:46:27 PM		\$325.00
									\$325.00
									\$325.00
									\$325.00
									\$325.00

[Sorted by: Time Period]



Rep Order# 6846329 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 201415

Printed: 08/27/2012 9:23 AM  
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1 of 2

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Advertiser ( ) WILSON FOR NM SENAT  
Product Order  
Estimate# 828903  
Buyer Patricia Dome  
Phone#  
Fax#

Agency ( ) SMART MEDIA GROUP  
814 KING STREET - SUITE 200  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E WLSN/ORDR/828903  
Flight Dates 08/28/2012 - 09/03/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

REV TO SHOW MGKDS  
ATTN LINES 10 & 13  
PLEASE CNF  
THANKS

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
---	-----	-----	-----	----	-----	----	-----	-----	-----	----	-----
*10		HOUSE	09/01-09/01	0	\$0.00	:30	0	SA	6P-7P	0	\$200.00
Rating: 1.9											
[MADE-GOOD BY LINE(S) 13]											
V3 Effective Dates Changed											
*13		HOUSE	08/28-08/30	1	\$200.00	:30	1	TU-TH	6P-630P	1	\$200.00
Rating: 1.9											
Sales Remark: V3 MKGD FOR LINE 10- - NO NCCA FBALL											
[MKGD FOR SPOTS MISSED ON LN #10: 9/01(1/WK)]											
V3 Added											

--- REPORT TOTALS ---

Report Totals: 1 / \$200.00

--- SALES MONTHLY TOTALS ---

Sep 12: 12 / \$4,525.00

Sales Totals: 12 / \$4,525.00

Station Totals: 12 / \$4,525.00

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Advertiser ( ) .WILSON FOR NM SENAT  
Product Order  
Estimate# 828903  
Buyer Patricia Dome  
Phone#  
Fax#

Lines not sent/rclld/rtrn: 0 / \$0.00

Agency ( ) SMART MEDIA GROUP  
814 KING STREET - SUITE 200  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E WLSN/ORDR/828903  
Flight Dates 08/28/2012 - 09/03/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

---COMPETITIVE---

Market Totals	\$150,833	CABL	0%	KASA	3%	KASY	0%	KLUZ	0%	KOAT	40%
		KOB	25%	KRQE	32%	KWBQ	0%				

---COMPETITIVE COMMENTS---

EST SHARES

Books JUL12  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Rep Order# 6846329 Ver# 2 Status Returned  
EC'd Yes

Traffic Order# 201415

Printed: 08/24/2012 11:40 AM  
Last Received: 08/24/2012 8:30 AM  
Showing Buylines: Last Sta Revised Lines

1 of 2

Station KASA-TV ALBUQUERQUE, NM.  
Advertiser ( ) WILSON FOR NM SENAT  
Product Order  
Estimate# 828903  
Buyer Patricia Dome  
Phone#  
Fax#

Agency ( ) SMART MEDIA GROUP  
814 KING STREET - SUITE 200  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E WLSN/ORDR/828903  
Flight Dates 08/28/2012 - 09/03/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

#### --- CONTRACT COMMENT ---

SC=\*

#### --- REMARKS ---

SEE PROG CHANGE MG NEEDED ON LINE 10.

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
---	---	---	---	---	---	---	---	---	---	---	---
*10		HOUSE	09/01-09/01	1	\$200.00	:30	1	SA	6P-7P	1	\$200.00

Rating: 1.9

Station Remark: V2 NA 9/1 FOX AIRING COLLEGE FOOTBALL: HAWAII AT USC. MG  
SAT 530P-9P IN COLLEGE FOOTBALL 9/1. PLS APPROVE TO BOOK

#### ---REPORT TOTALS---

Report Totals: 1 / \$200.00

#### ---SALES MONTHLY TOTALS---

Sep 12: 12 / \$4,525.00

Sales Totals: 12 / \$4,525.00

Station Totals: 12 / \$4,525.00

Lines not sent/rclnd/rtrn: 0 / \$0.00

#### ---COMPETITIVE---

Market Totals	\$150,833	CABL	0%	KASA	3%	KASY	0%	KLUZ	0%	KOAT	40%
		KOB	25%	KRQE	32%	KWBQ	0%				

#### ---COMPETITIVE COMMENTS---

EST SHARES

Books JUL12  
Demos RA35+

Rep Order# 6846329 Ver# 2 Status Returned  
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Traffic Order# 201415

Printed: 08/24/2012 11:40 AM  
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Showing Buylines: Last Sta Revised Lines

2 of 2

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Flight Dates 08/28/2012 - 09/03/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--- CREDIT RISK ---

CASH IN ADVANCE



Rep Order# 6846329 Ver# 1 Status New  
EC'd Yes

## Traffic Order#

Printed: 08/24/2012 8:29 AM  
Last Received: 08/24/2012 8:10 AM  
Showing Buylines: All Lines

2 of 2

Station KASA-TV ALBUQUERQUE, NM.  
Advertiser ( ).WILSON FOR NM SENAT  
Product Order  
Estimate# 828903  
Buyer Patricia Dome  
Phone#  
Fax#

Agency ( ) SMART MEDIA GROUP  
814 KING STREET - SUITE 200  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E WLSN/ORDR/828903  
Flight Dates 08/28/2012 - 09/03/2012  
Hiatus Weeks

Rep Firm  
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Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate	
11		SYTYCD	08/29-08/29	1	\$2,000.00	2	:30	1	W	7P-9P	1	\$2,000.00
Rating: 6.9												
12		HOPE/NEW GIRL	08/30-08/30	1	\$900.00	4	:30	1	TH	7P-8P	1	\$900.00
Rating: 6.9												

## ---REPORT TOTALS---

Report Totals: 12 / \$4,525.00

## ---SALES MONTHLY TOTALS---

Sep 12: 12 / \$4,525.00

Sales Totals: 12 / \$4,525.00

Station Totals: 12 / \$4,525.00

Lines not sent/rclld/rtrn: 0 / \$0.00

## ---COMPETITIVE---

Market Totals	\$150,833	CABL	0%	KASA	3%	KASY	0%	KLUZ	0%	KOAT	40%
		KOB	25%	KRQE	32%	KWBQ	0%				

## ---COMPETITIVE COMMENTS---

EST SHARES

Books JUL12  
Demos RA35+

## --- CREDIT RISK ---

CASH IN ADVANCE

# Spot Manager: All, 08/28/12-09/03/12

Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
<b>Station: KASA</b>									
<b>Advertiser: POL/Wilson For NM Senate</b>									
<b>Agency: Smart Media Group</b>									
<i>Line: 1</i>									
<i>Time Period: 4p-5p</i>									
201415 06846329 828903	08/28/12	:30 P2				4:22:32 PM Order	HW0712TV		\$150.00
									\$150.00
									\$150.00
<i>Line: 2</i>									
<i>Time Period: 4p-5p</i>									
201415 06846329 828903	08/29/12	:30 P2				4:20:07 PM Order	HW0712TV		\$150.00
									\$150.00
									\$150.00
<i>Line: 3</i>									
<i>Time Period: 4p-5p</i>									
201415 06846329 828903	08/30/12	:30 P2				4:20:30 PM Order	HW0712TV		\$150.00
									\$150.00
									\$150.00
<i>Line: 4</i>									
<i>Time Period: 4p-5p</i>									
201415 06846329 828903	08/31/12	:30 P2				4:21:34 PM Order	HW0712TV		\$150.00
									\$150.00
									\$150.00
<i>Line: 5</i>									
<i>Time Period: 5p-530p</i>									
201415 06846329 828903	08/28/12	:30 P4				5:21:53 PM Order	HW0612TV		\$125.00
									\$125.00
									\$125.00
<i>Line: 6</i>									
<i>Time Period: 5p-530p</i>									
201415 06846329 828903	08/29/12	:30 P4				5:27:53 PM Order	HW0712TV		\$125.00
									\$125.00
									\$125.00
<i>Line: 7</i>									
<i>Time Period: 5p-530p</i>									
201415 06846329 828903	08/30/12	:30 P4				5:20:18 PM Order	HW0712TV		\$125.00
									\$125.00
									\$125.00
<i>Line: 8</i>									
<i>Time Period: 5p-530p</i>									
201415 06846329 828903	08/31/12	:30 P4				5:12:27 PM Order	HW0712TV		\$125.00
									\$125.00
									\$125.00
<i>Line: 9</i>									
<i>Time Period: 12p-1p</i>									
201415 06846329 828903	08/31/12	:30 P3				12:19:36 PM Order	HW0712TV		\$75.00
201415 06846329 828903	08/31/12	:30 P3				12:45:16 PM Order	HW0712TV		\$75.00
									\$75.00
<i>Time Period: 1p-2p</i>									
201415 06846329 828903	08/31/12	:30 P3				1:14:10 PM Order	HW0712TV		\$75.00
201415 06846329 828903	08/31/12	:30 P3				1:44:30 PM Order	HW0712TV		\$75.00
									\$75.00
<i>Time Period: 8a-9a</i>									
201415 06846329 828903	08/31/12	:30 P5				8:28:56 AM Order	HW0712TV		\$25.00
									\$25.00
									\$325.00
<i>Line: 11</i>									

[Sorted by: Line]

Line:

WIDE: REIT

PC: U:

# Spot Manager: All, 08/28/12-09/03/12

Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID.	Rate
<b>Station: KASA</b>									
<b>Advertiser: POL/Wilson For NM Senate</b>									
<b>Agency: Smart Media Group</b>									
<i>Line: 11</i>									
<i>Time Period: 7p-9p</i>									
201415 06646329 828903	08/29/12	:30 P2				7:22:05 PM	Order	HW0612TV	\$2,000.00
<i>Line: 12</i>									
<i>Time Period: 7p-8p</i>									
201415 06646329 828903	08/30/12	:30 P4				7:44:44 PM	Order	HW0712TV	\$900.00
<i>Line: 13</i>									
<i>Time Period: 6p-630p</i>									
201415 06646329 828903	08/28/12	:30 P4				6:16:18 PM	Order	HW0712TV	\$200.00
									\$200.00
									\$4,525.00
									\$4,525.00
									\$4,525.00
									\$4,525.00
									\$4,525.00

[Sorted by: Line]

# AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

 **FEDERAL CANDIDATE** **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political  
Year, Federal Candidates Must Sign The Certification On Page 3

**Station and Location:**

<b>Station and Location:</b>	<b>Date:</b>

I, Smart Media Group,  
being/on behalf of: Heather Wilson, a legally  
qualified candidate of the Republican political  
party for the office of: US Senate  
in the General  
election to be held on: 11/6/2012  
do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
see attached					

**Total Charges:**

## CANDIDATE CERTIFICATION

Under the Federal Election Campaign Act, Recording the Name of the Candidate or the Name of the Opposing Candidate in Broadcast Programming is Required.

I, Heather Wilson (name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

does  does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- the ~~television~~ programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- the ~~television~~ programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee



printed name



date

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

[Large rectangular redacted area]

I represent that the payment for the above described broadcast time has been furnished by:

Wilson for Senate

and you are authorized to announce the time as paid for by such person or entity.

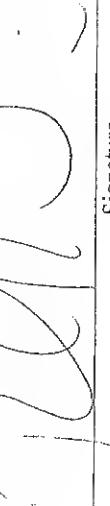
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Mark Jarmie

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

***To Be Signed By Candidate or Authorized Committee***



7/31/12

Date

Signature

***To Be Signed By Station Representative***

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title